

Professional and Managerial Branch
Cultural Group
Museum Series

MUSEUM STORE MANAGER/MERCHANDISER

08/93

Summary

Under direction, oversee the operation of museum store and participate in the purchase, production, design, marketing and sales of museum store merchandise and printed materials; and performs other duties as required.

Typical Duties

Develop and implement procedures and policies for museum store operation. Involves: selecting and ordering merchandise from showings by artist, manufacturers representatives or catalogues, or purchasing on open market; attending trade and craft shows to locate sources of merchandise; planning interior space design and display of merchandise; preparing reports of business transactions and keeping accounts; supervising and training staff; recruiting and scheduling volunteers to staff museum store.

Plan, develop and implement marketing strategies to promote sales of museum store merchandise. Involves: pricing products to achieve profitability; determining merchandising activities that require additional promotions, reduced prices or other procedures to turn over merchandise; compiling lists of prospective customers for use as sales leads; contacting individuals and organizations to solicit orders for merchandise for resale or premiums or supervising a staff museum store.

Plan, develop and implement marketing strategies to promote sales of museum store merchandise. Involves: pricing products to achieve profitability; determining merchandising activities that require additional promotional, reduced prices or other procedures to turn over merchandise; compiling lists of prospective customers for use as sales leads; contacting individuals and organizations to solicit orders for merchandise for resale or premiums or supervising a staff engaged in direct sales.

Customize and develop products for sale by museum store. Involves: selecting images from museum collection to customize and develop products; selecting product design based on appearance, budget, price, production costs, and market characteristics; consulting with artist, printers, vendors, and manufacturers to establish product design, specifications, and costs; arranging the manufacture of museum store merchandise; producing in-house or arranging for the production of printed material utilizing computer graphics and design software programs.

Minimum Qualifications

Training and Experience: Graduation from an accredited college or university with a bachelor's degree in Business Administration, Marketing or Fine Arts and two years retail store management, merchandising or marketing experience in arts, crafts, gifts or novelties, including at least one year retail buying experience; or an equivalent combination of training and experience.

Knowledge, Abilities and Skills: Considerable knowledge of the: principles and practices of retail store management; methods and techniques of developing and implementing marketing programs. Good knowledge of: art an art history; product development, design and production; supervisory techniques, standards of conduct and work attendance. Some knowledge of markets and trends in museum store merchandising.

Ability to: manage retail store operations; select merchandise for resale in a museum store market; plan, develop and implement marketing strategy; prepare and deliver sales presentation to individuals and groups; maintain records and prepare reports; evaluate product design and customization concepts; arrange the production of promotional materials, newsletters and other printed matter; establish and maintain effective working relationships with fellow employees, officials and the general public; supervise, train and evaluate work of others.

Director of Personnel

Department Head